

2002 ENERGY STAR[®] Awards

Part II: Eligibility, Descriptions, and Criteria



October 2001

Award Eligibility, Descriptions and Criteria

Efficient Homes

ENERGY STAR Award for Excellence in New Homes

Eligibility: Builders, ratings providers, home energy raters, utilities, program sponsors, and lenders who have made significant contributions toward furthering the goals of ENERGY STAR on a national or regional scale

Description: This award(s) recognizes **outstanding accomplishment and special initiative** in ENERGY STAR implementation.

Criteria: Criteria for evaluating this award are listed below. Candidates for this award should prepare a brief narrative of no more than **five pages** and may include samples of specific promotions, advertisements, or other activities implemented in 2001. These sample materials will **not** count toward the five-page limit.

Qualified candidates will **lead the nation** in one or both of the criteria below.

Market Transformation

ENERGY STAR defines market transformation as significant progress towards making ENERGY STAR performance levels the standard for residential construction in a market. This can be measured in a variety of ways, including:

- achieving a significant percentage (for example, 5% or more) of housing starts in a residential market or service area that are labeled as ENERGY STAR; and
- demonstrating recruitment of new builder partners such that active ENERGY STAR labeled homes builders represent a majority of the construction in a market.

Partners must demonstrate that their activities specifically influenced the increase of ENERGY STAR labeled homes in the market.

Corporate Commitment

ENERGY STAR defines corporate commitment as the integration of ENERGY STAR into an organization's overall strategic plan and vision. This can include:

- pledging a significant percentage of new homes to be built to ENERGY STAR performance guidelines at a national or regional level;
- integrating results-oriented point of sale, advertising, and marketing materials (including Web sites and printed materials) that prominently showcase the ENERGY STAR logo and message into all phases of corporate communications; and
- providing training to staff to enable them to effectively market ENERGY STAR and communicate the benefits of ENERGY STAR to consumers and prospective ENERGY STAR partners.

Partners are requested to provide examples of any materials or training programs with their application package and a description of how they achieved meaningful results.

Questions?

Please contact your Regional Account Manager (RAM) with any questions regarding the application process at www.energystar.gov/homes/accountmanagers. Your RAM can advise you of your potential eligibility, what to include in your application, and answer any other questions about the award process.